

SMILE COACH



Helping you “polish up” on your NCDHM ideas!

Volume 2 – NCDHM 2011



The Headlines Read...

Make your National Children’s Dental Health Month event “high profile” with plenty of local publicity. Contact newspapers in your area about your upcoming celebration.

The Illinois State Dental Society publicizes its Statewide Coloring Contest in the monthly *Illinois Dental News*, through mailings to elementary schools, and with press releases and dental-related articles to newspapers throughout the state.

Good Press

Type your news releases or articles on your organization’s official letterhead. Send to daily/weekly newspapers and Sunday supplements, newsprint shopping guides, hospital community newsletters, library bulletin boards, health club newsletters, church/synagogue bulletins, and chamber of commerce newsletters. Visit the Public Relations section of *ISDS.org* for samples—and feel free to use them verbatim! Type double-spaced, and at the bottom of the page, be sure to indicate if there is more copy (-more-), or if the release has ended (###). Check local newspaper websites to e-mail your announcements.

“ON THE AIR”

Contact morning show deejays and arrange a call back with an interview, or at least share the information on your upcoming event. Afternoon talk shows require a large number of guests each month to keep the show going, so it’s usually easy to secure a guest spot. PSAs (Public Service Announcements) are designed to be read on the air and should be written to fit a 15-, 30-, or 60-second time span. Always type your PSA double-spaced.

Other Ideas

- Call or write businesses in your area about putting your event wording on their business marquee.
- Launch NCDHM with a proclamation signed at a city hall or civic center. Visit *ISDS.org* for a sample proclamation.
- Appoint an honorary chair to increase the visibility of your event, and be sure to define your expectations of the chair (a figurehead, or someone to make announcements or appearances).
- Ask restaurants that use paper placemats to support NCDHM by using the ISDS Coloring Sheet for their February placemats.
- Distribute balloons in malls, on street corners or through individual dental offices as a colorful way to inform your community about an upcoming NCDHM event. Flossie balloons are available in assorted jewel-tone colors from ISDS.

- For a nominal fee, post offices will generally prepare a cancellation die featuring your NCDHM message.
- Distribute Coloring Sheets at local health fairs, mall activities and school visits.
- Reserve a copy of the PowerPoint CD, “Kids, Teens and Soft Drinks,” for school presentations.
- Invite your dental and medical colleagues to promote NCDHM on notices, statements and answering machines.
- Solicit prizes for giveaways at your event.
- Enlist Flossie’s help! She’s a popular guest at any event—so rent her costume today. She’s available for a \$50 maintenance/cleaning/shipping fee. Call Gloria Pitchford to book Flossie.

You Could Be a Winner!

The annual National Children’s Dental Health Month Awards recognize outstanding programs by components/branches or individual members. The ISDS Public Relations Committee awards up to \$1,500 in cash prizes—and each award is accompanied by a plaque, publicity in your local newspaper, and peer recognition at the ISDS Annual Session Opening Breakfast.

Find the Reporting Form at:

www.isds.org/memberBenefits/PublicRelations/ncdbm.asp.

Complete it online, or return to ISDS by mail or fax (see below).

The deadline to submit entries is Friday, April 15, 2011.

Illinois State Dental Society

www.isds.org/memberBenefits/publicrelations/index.asp

Gloria Pitchford, Communications Assistant:

800/475-4737 or gpitchford@isds.org

American Dental Association

<http://www.ada.org/2934.aspx>

“It’s a Team Effort!”

